

FOR IMMEDIATE RELEASE



**Eric Asimov, The New York Times' Chief Wine Critic announced as speaker
for Pinot Noir New Zealand 2025**

Eric Asimov, Chief Wine Critic of The New York Times, will take the stage as part of Pinot Noir New Zealand 2025. This marks Eric's first visit to New Zealand, a significant milestone for both the event and the New Zealand wine industry.

Taking place 11–13 February 2025 in Ōtautahi, Christchurch, Eric will discuss the concept of 'Place'. With decades of experience critiquing food and wine for The New York Times, his perspective provides valuable insights to how 'place' shapes the identity of New Zealand Pinot Noir on the global stage. This inaugural visit to New Zealand is an exciting and pivotal moment for the country's winemakers providing Eric with first-hand experience of the country's terroir.

"Pinot Noir New Zealand 2025 is delighted to be hosting Eric Asimov. Bringing a deep understanding of wine and a passion for storytelling, Eric will be well-known to many in the wine world," says Michael Henley MW, Chair, Pinot Noir New Zealand "The inclusion of Eric in the stellar lineup of speakers at Pinot Noir New Zealand 2025, along with the honour of welcoming him to our shores for the first time, is very exciting. We are looking forward to his insights, which I'm sure will inspire both trade and wine enthusiasts alike,"

For over two decades as Chief Wine Critic for The New York Times, Eric has shaped wine appreciation for a broad audience from consumers to creators. His astute reviews and engaging writing style have earned him global recognition as a leading wine commentator. Eric once noted "...what sets wine apart are the memories after consumption. Wine's power to conjure up a moment, an emotion and a sense of time and place is uncanny". This belief resonates deeply with Pinot Noir New Zealand 2025.

Tickets for Pinot Noir New Zealand 2025 are now available at pinotnz.co.nz. The event will feature tastings, panel discussions, and opportunities to connect with leading winemakers, offering a comprehensive exploration of New Zealand Pinot Noir. This is a unique chance to experience the rich diversity of Pinot Noir and celebrate what makes New Zealand an exceptional place for this revered grape to thrive.

pinotnz.co.nz

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Editors Notes:

- The Pinot Noir New Zealand 2025 programme can be found [here](#)
- Participating wineries can be found [here](#)

- Delegate Tickets for the three-day event cost \$2,390 (including GST) and are limited
- A Delegate Ticket includes entry to all plenary sessions, two formal Pinot Noir Tastings, entry to a series of free-flow regional tastings, morning tea and lunch across each of the three days as well as evening functions held at the Christchurch Town Hall (11 Feb) and The Rivers Room at Te Pae Convention Centre (13 Feb).
- Pinot Noir is New Zealand's leading red wine export, and 2nd largest export overall

Images – download [here](#)

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About Pinot Noir New Zealand 2025:

Pinot Noir New Zealand is a three-day gathering for wine lovers and industry professionals, celebrating the rich heritage and future of New Zealand Pinot Noir. This event brings together the best of New Zealand's winemakers and global wine enthusiasts to explore, taste, and discuss the vibrant world of Pinot Noir. See the full programme, related speakers and secure your seat at the table. Tickets are available now – www.pinotnz.co.nz.

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Contact:

Sarah Szostak

Pinot Noir New Zealand 2025

Executive Officer

Sarah.szostak@nzwine.com